

## Action Plan for The Fort Monroe Club

January 10, 2003

**Goal:** Increase business through continual renovation of the club bringing us up to date with our look and program changes. I.E. painting, ceiling tiles, karaoke, CW Night

**Goal:** Increase revenues on regular membership nights by changing the menu selections, decorating (theme buffets) change/increase on menu/pricing once or twice a month to attract New members or rejuvenate existing members to utilize the club on a more regular basis

**Goal:** Continue to increase revenues through our catering program to bring the budget closer to a break-even or profit margin for FY03.

**Long Term Objective:** Make the Fort Monroe Club a name recognized in the community for our excellence in product and service for all events. ( meetings, box lunches for outings, off-premise catering, weddings, dining out, theme parties such as the Luau)

### **Short Term Objective:**

- 1: Profitability: Create and implement programming that is cost effective and profitable maximizing usage of the facility with emphasis on conferences such as warfighters seminar, etc.
- 2: Customer Service: Improve customer service through the clubs usage of comment cards and questionnaires.
- 3: Image- Change the image of the club - working toward a truly professional business atmosphere comparable to other Food and Beverage facilities in the general public by renovations of the property and professional uniforms for the entire staff.
- 4: Facilities and Programming – Continue to support the Organization with programming to attract on-base clientele. Continue to upgrade our normal business to satisfy the member needs. Continue to upgrade and perfect our catering process to attract new business and recurring business from current clients. Improve appearance form self-help projects and trial and error procedures with food service.
- 5: Marketing – Utilize resources we have here on post and in the community to get the club's name out to the masses such as Casemate paper, Daily Press Coverage, working with our PR contacts, and our Bi-Monthly Flyer for the members.

### **Key Tasks –**

- 1: Continue improving the club i.e. Catermate program, Rec-Trac system, New sound system, renovation of our normal buffets, new programming with special events, etc
- 2: Promote catered events through newspaper adds, phone number in the local phone book, word of mouth advertising, etc.
- 3: Develop base orientated programming in effort to attract enlisted persons on base and DOD civilians to use the club. Efforts such as Country Western nights, Friday at the Forts, Mardi Gras Brunch, etc.
- 4: Continue drives to promote membership to the club through the various benefits offered exclusively to members.

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